

National Testing Agency

Question Paper Name :	Advertising and Public Relations 29th August 2021 Shift 1
Subject Name :	Advertising and Public Relations
Creation Date :	2021-08-29 13:53:37
Duration :	180
Total Marks :	100
Display Marks:	Yes

Advertising and Public Relations

Group Number :	1
Group Id :	603489222
Group Maximum Duration :	0
Group Minimum Duration :	120
Show Attended Group? :	No
Edit Attended Group? :	No
Break time :	0
Group Marks :	100
Is this Group for Examiner? :	No

Advertising and Public Relations-1

Section Id :	603489328
Section Number :	1
Section type :	Online
Mandatory or Optional :	Mandatory

Number of Questions :	50
Number of Questions to be attempted :	50
Section Marks :	100
Enable Mark as Answered Mark for Review and Clear Response :	Yes
Sub-Section Number :	1
Sub-Section Id :	603489606
Question Shuffling Allowed :	Yes

Question Number : 1 Question Id : 60348915808 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

What forms the Rhetorical Triangle in advertising models and theories?

1. Ethos, pathos, logos
2. Attraction, credibility, emotion
3. Ethos, pathos, Attention
4. Affection, pathos, logos

Options :

60348959373. 1

60348959374. 2

60348959375. 3

60348959376. 4

Question Number : 2 Question Id : 60348915809 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Which type of advertising appeal encourages purchase of a product or service by promoting the conviction on the benefits that the product or service will provide?

1. Emotional
2. Rational
3. Scarcity
4. Fear

Options :

60348959377. 1

60348959378. 2

60348959379. 3

60348959380. 4

Question Number : 3 Question Id : 60348915810 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The form of advertising that draws direct comparisons with the competitors' products is called ?

1. Consequential advertising
2. Competitive advertising
3. Comparative advertising
4. None of these

Options :

60348959381. 1

60348959382. 2

60348959383. 3

60348959384. 4

Question Number : 4 Question Id : 60348915811 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Who is the brand ambassador for Puma ?

1. Deepika Padukone
2. Sunil Chhetri
3. Kareena Kapoor
4. Kapil Dev

Options :

60348959385. 1

60348959386. 2

60348959387. 3

60348959388. 4

Question Number : 5 Question Id : 60348915812 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

A brand can use which of the following planned strategies for acquiring new consumers?

1. Word of mouth
2. Referrals
3. Rewards and Gifts
4. All of these

Options :

60348959389. 1

60348959390. 2

60348959391. 3

60348959392. 4

Question Number : 6 Question Id : 60348915813 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which communication theorist gave the Hierarchy of Effects Model ?

1. Russell H Colley
2. Lavidge & Steiner
3. Debord
4. Ivy Lee

Options :

60348959393. 1

60348959394. 2

60348959395. 3

60348959396. 4

Question Number : 7 Question Id : 60348915814 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

In advertisign theory, DRIP stands for ?

1. Distinguish, Remember, Interest, Pressurize
2. Differentiate, Remind, Inform, Persuade
3. Distinguish, Remind, Interest, Pressurize
4. Differentiate, Remember, Interest, Persuade

Options :

60348959397. 1

60348959398. 2

60348959399. 3

60348959400. 4

Question Number : 8 Question Id : 60348915815 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which advertising theory posits that 'advertisements give reality a sense of hyper-reality.'?

1. The hidden message
2. Shifting loyalties
3. The mediation of reality
4. The magic of meaning

Options :

60348959401. 1

60348959402. 2

60348959403. 3

60348959404. 4

Question Number : 9 Question Id : 60348915816 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

'Connecting People' is the famous tagline of which company?

1. Nike
2. Nokia
3. Levi's
4. Airtel

Options :

60348959405. 1

60348959406. 2

60348959407. 3

60348959408. 4

Question Number : 10 Question Id : 60348915817 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which amongst the following are examples of Flanker Brands?

1. 1. Bombay Dyeing & Raymonds
2. Vimal & Arrow
3. Ariel and Tide
4. Ariel and Surf

Options :

60348959409. 1

60348959410. 2

60348959411. 3

60348959412. 4

Question Number : 11 Question Id : 60348915818 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Advertising industry is a _____ industry

1. Service
2. Creative
3. Management
4. Digital

Options :

60348959413. 1

60348959414. 2

60348959415. 3

60348959416. 4

Question Number : 12 Question Id : 60348915819 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Currently the number of Digital advertising Agencies in India are?

1. Less than 100
2. Around 250
3. More than 100
4. More than 700

Options :

60348959417. 1

60348959418. 2

60348959419. 3

60348959420. 4

**Question Number : 13 Question Id : 60348915820 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Which of the following statement is not correct?

1. A business Pitch is led by the planning team
2. Client servicing and Media team work together for roll out
3. Creative and Planning team work closely for campaign development
4. Planning plays no role in the production of a campaign

Options :

60348959421. 1

60348959422. 2

60348959423. 3

60348959424. 4

**Question Number : 14 Question Id : 60348915821 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

The Young Persons (Harmful Publications) Act was introduced in which year?

1. 1962
2. 1860
3. 1956
4. 1898

Options :

60348959425. 1

60348959426. 2

60348959427. 3

60348959428. 4

Question Number : 15 Question Id : 60348915822 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Post Testing of Advertising helps to evaluate which of the following ?

1. Customer satisfaction
2. Awareness of the product and brand
3. Resultant Product Purchase
4. All of these

Options :

60348959429. 1

60348959430. 2

60348959431. 3

60348959432. 4

Question Number : 16 Question Id : 60348915823 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

A testing method in which respondents are given cues to assist recall is called?

1. Unaided Recall
2. Support Recall
3. Guided Recall
4. Aided Recall

Options :

60348959433. 1

60348959434. 2

60348959435. 3

60348959436. 4

Question Number : 17 Question Id : 60348915824 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of the following is not a part of brand strategy?

1. Involving the consumers
2. Reducing prices
3. Reducing advertising duration
4. Creating brand universe.

Options :

60348959437. 1

60348959438. 2

60348959439. 3

60348959440. 4

Question Number : 18 Question Id : 60348915825 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of the following is the grievance Redressal body of ASCI?

1. Consumer's Complaint Committee
2. Customer Care Committee
3. Competition Board of ASCI
4. None of these

Options :

60348959441. 1

60348959442. 2

60348959443. 3

60348959444. 4

**Question Number : 19 Question Id : 60348915826 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Statement 1 : Post Testing is an evaluation conducted to know whether a proposed ad campaign is appealing to the target audience

Statement 2 : It is also known as Copy Testing

1. Both statements are right
2. Both statements are wrong
3. Only statement 1 is correct
4. Only statement 2 is correct

Options :

60348959445. 1

60348959446. 2

60348959447. 3

60348959448. 4

**Question Number : 20 Question Id : 60348915827 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

The book 'Testing to Destruction' is written by which of the following authors?

1. Charles E. Young
2. Alan Hedges
3. Joel J.Davis
4. John Philip Jones

Options :

60348959449. 1

60348959450. 2

60348959451. 3

60348959452. 4

**Question Number : 21 Question Id : 60348915828 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

If an advertisement makes a deliberate attempt to misguide public by creating a similar product offered by its competitors,
it is an example of..... ?

1. Palming off
2. Product disparagement
3. Bait-and-switch
4. None of these

Options :

60348959453. 1

60348959454. 2

60348959455. 3

60348959456. 4

**Question Number : 22 Question Id : 60348915829 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

----- refers to the number of people that will be exposed to a media vehicle at least once during a given period of time.

1. Frequency
2. Reach
3. CPM
4. CPP.

Options :

60348959457. 1

60348959458. 2

60348959459. 3

60348959460. 4

Question Number : 23 Question Id : 60348915830 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The ----- of target audience helps a media planner to understand the media consumption habits, and accordingly choose the most appropriate media mix.

1. Analysis
2. Identification
3. Selection
4. Classification

Options :

60348959461. 1

60348959462. 2

60348959463. 3

60348959464. 4

Question Number : 24 Question Id : 60348915831 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

In advertising research, DAR stands for ?

1. Design And Recall
2. Day After Recall
3. Data And Reader
4. Deadline After Release

Options :

60348959465. 1

60348959466. 2

60348959467. 3

60348959468. 4

**Question Number : 25 Question Id : 60348915832 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Which of the following advertisement is an example of surrogate advertising?

1. Newspaper Prabhat Khabar falsely claiming to be No. One newspaper
2. Advertisement of Sprite showing two African tribal in bad light
3. Advertisement of Mc Dowell's No. 1 Platinum CDs
4. None of these

Options :

60348959469. 1

60348959470. 2

60348959471. 3

60348959472. 4

**Question Number : 26 Question Id : 60348915833 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Lee and Barneys together published a book titled _____ in 1928.

1. 'Crystallizing Public Opinion'
2. 'Propagate Thoughts'
3. 'Open Marketing'
4. 'Significant Feedback'

Options :

60348959473. 1

60348959474. 2

60348959475. 3

60348959476. 4

**Question Number : 27 Question Id : 60348915834 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Which of these PR models was propounded by Edward Bernays?

1. Two-Way Asymmetric Model
2. Public Model
3. Popularity Model
4. None of these

Options :

60348959477. 1

60348959478. 2

60348959479. 3

60348959480. 4

**Question Number : 28 Question Id : 60348915835 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Tata Group of Industries had set up a Public Relations Department in Mumbai in 1943 headed by _____.

1. Janki Devl
2. Namrata Karlekar
3. Vaijanti Joshi
4. None of these

Options :

60348959481. 1

60348959482. 2

60348959483. 3

60348959484. 4

**Question Number : 29 Question Id : 60348915836 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

PPPP is the acronym for ?

1. Publicity Private Partnership Policy
2. Public Private Partnership Politic
3. Public Private Partnership Policy
4. Public Private Payroll Policy

Options :

60348959485. 1

60348959486. 2

60348959487. 3

60348959488. 4

**Question Number : 30 Question Id : 60348915837 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

The essence of Public Relations is-

1. To create meaningful conversations with others
2. To create and maintain an effective operating environment
3. To look professional
4. To do publicity

Options :

60348959489. 1

60348959490. 2

60348959491. 3

60348959492. 4

**Question Number : 31 Question Id : 60348915838 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

A public is defined as a group of individuals or organizations who?

1. Are boycotting the company
2. Work in the same organization
3. Has some relation with the company
4. Use the same product

Options :

60348959493. 1

60348959494. 2

60348959495. 3

60348959496. 4

**Question Number : 32 Question Id : 60348915839 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Corporate advertising concentrates on improving which of the following?

1. Brand Personality
2. Corporate Personality
3. Service
4. None of these

Options :

60348959497. 1

60348959498. 2

60348959499. 3

60348959500. 4

**Question Number : 33 Question Id : 60348915840 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

A Press release is sent to which of the following public groups?

1. Internal publics
2. Government
3. Media
4. Community

Options :

60348959501. 1

60348959502. 2

60348959503. 3

60348959504. 4

**Question Number : 34 Question Id : 60348915841 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Which among the following is used as a tactic in marketing for strengthening Customer Relations?

1. Billboards
2. Advertising
3. Blogs and websites
4. All of these

Options :

60348959505. 1

60348959506. 2

60348959507. 3

60348959508. 4

**Question Number : 35 Question Id : 60348915842 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

A press kit does not include:?

1. Short biographies of participants
2. List of members not attending the Press Conference
3. Background of the issue
4. Photographs related to the issue

Options :

60348959509. 1

60348959510. 2

60348959511. 3

60348959512. 4

**Question Number : 36 Question Id : 60348915843 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Who postulated the Diffusion theory of Public Relations?

1. Erving Goffman
2. Pfau and Wan
3. E M Rogers
4. Denial Lerner

Options :

60348959513. 1

60348959514. 2

60348959515. 3

60348959516. 4

**Question Number : 37 Question Id : 60348915844 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Theories of relationship are based upon, the connection between?

1. Action and event
2. Company and public
3. Media and organization
4. None of these

Options :

60348959517. 1

60348959518. 2

60348959519. 3

60348959520. 4

**Question Number : 38 Question Id : 60348915845 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

According to the 'Uses and gratification theory', the nature of the audience is?

1. Active
2. Passive
3. Both active and passive
4. None of these

Options :

60348959521. 1

60348959522. 2

60348959523. 3

60348959524. 4

**Question Number : 39 Question Id : 60348915846 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Average time spent watching television in India grew by during the lockdown?

1. 8%
2. 7.5%
3. 100%
4. Not much difference

Options :

60348959525. 1

60348959526. 2

60348959527. 3

60348959528. 4

**Question Number : 40 Question Id : 60348915847 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

When public relations practitioners seek to maintain or improve relations with local special interest groups, they are building ?

1. Investor relations
2. Community relations
3. Employee relations
4. Media relations

Options :

60348959529. 1

60348959530. 2

60348959531. 3

60348959532. 4

**Question Number : 41 Question Id : 60348915848 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Who gave the definition, "A public is identifiable, homogeneous, important to the organisation, large enough to matter and reachable." ?

1. James Grunigz
2. John Dewey
3. Sam Black
4. Cutlip and Centre

Options :

60348959533. 1

60348959534. 2

60348959535. 3

60348959536. 4

**Question Number : 42 Question Id : 60348915849 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Which of the following features are considered critical to qualitative research?

1. Collecting data with the help of standardised research tools
2. Design sampling with probability sample techniques
3. Collecting data with bottom-up empirical evidence
4. Gathering data with top-down schematic evidence

Options :

60348959537. 1

60348959538. 2

60348959539. 3

60348959540. 4

Question Number : 43 Question Id : 60348915850 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Charity events are a part of ?

1. Sponsorship activities
2. Sports encouragement
3. Public Cause initiatives
4. Nation Boiling

Options :

60348959541. 1

60348959542. 2

60348959543. 3

60348959544. 4

Question Number : 44 Question Id : 60348915851 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The Digital Eco- System comprises of which of the following media tools ?

1. Mobile Phones
2. Wall paintings
3. Folk Culture
4. All of these

Options :

60348959545. 1

60348959546. 2

60348959547. 3

60348959548. 4

**Question Number : 45 Question Id : 60348915852 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

In the Indian print media which language newspaper is overtaking English language?

1. Hindi
2. Telegu
3. Bengali
4. Malayalam

Options :

60348959549. 1

60348959550. 2

60348959551. 3

60348959552. 4

**Question Number : 46 Question Id : 60348915853 Question Type : MCQ Option Shuffling : No
Is Question Mandatory : No**

Correct Marks : 2 Wrong Marks : 0

Swachh Bharat Abhiyan is considered to be a tool of PR, because

1. The ownership was with the people of villages
2. Functionaries from village level to Parliament propounded the program
3. Media played a very important role
4. It garnered publicity world wide

Options :

60348959553. 1

60348959554. 2

60348959555. 3

60348959556. 4

Question Number : 47 Question Id : 60348915854 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Aim of a PR exercise is to form and defend the organisation's?

1. Employees
2. Media audiences
3. Reputation & Image
4. Financial health

Options :

60348959557. 1

60348959558. 2

60348959559. 3

60348959560. 4

Question Number : 48 Question Id : 60348915855 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The foundation of the Marketing, advertising and PR strategy lies in?

1. Intuition
2. Research
3. Experience
4. Luck

Options :

60348959561. 1

60348959562. 2

60348959563. 3

60348959564. 4

Question Number : 49 Question Id : 60348915856 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Intrinsic value of shares always revolves around the?

1. Market price
2. Leadership
3. Cost of issue
4. None of these

Options :

60348959565. 1

60348959566. 2

60348959567. 3

60348959568. 4

Question Number : 50 Question Id : 60348915857 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Spending 2% of Average Net Profits of the _____ on CSR activities is mandated by the Section 135 of Companies Act 2013.

1. Fiscal year
2. last three years
3. Capital
4. None of these

Options :

60348959569. 1

60348959570. 2

60348959571. 3

60348959572. 4